



A first glimpse of KÅSEBERGA – a new collection created by IKEA and World Surf League

Älmhult, Sweden – September 16, 2021 – In partnership with World Surf League (WSL), IKEA is exploring new ways to meet the home furnishing and lifestyle needs of the surfing community. Today, the two brands revealed a sneak peek from their collaboration during the [IKEA Festival](#), showcasing how form and function are important enablers for a better life at home and a better planet.

Since 2019, IKEA has been partnering with the leading sports organization for surfers, World Surf League, to develop a new collection inspired by the surfing lifestyle – one that is close to the ocean, conscious of the planet, and active in its form. The collection, available at IKEA globally starting in spring 2022, features a range of practical, beautifully designed products for the home, the beach, or wherever life takes you.

“We are really proud and excited by the progress and the great work of the team behind this collaboration. A particular point of pride is how we have managed to gather input for this collection from several hundreds of people involved in the surfing community. We have been really tuned in to their needs in the development of this collection, pushing both form and function while also ensuring the use of more sustainable materials” says James Futcher, Product Design Leader at IKEA of Sweden.

The design process and collaboration revolve around a common set of values – sustainability and minimizing impact on both people and planet. The collection has been developed with a focus on including more renewable materials like wood and materials from recycled sources such as polyester. Included in the collection is a bag uniquely designed to function well for beach clean-ups.

“As surfers, we are close to the ocean and often see first-hand how pollution and waste are affecting our waterways and oceans. We are stoked now to see the KÅSEBERGA collection coming to life, and that our common strive to make society more sustainable really comes through in many of the new products. It’s exciting that we together are coming up with empowering solutions to be part of the proactive change” says Kassia Meador, member of the WSL and IKEA design team.

Today at the [IKEA Festival](#), the following products from the collection were revealed for the first time:

- KÅSEBERGA Balance board – Design by Michael Axelsson and Rob Machado
- KÅSEBERGA Beach-bag – Design by Kassia Meador and Wiebke Braasch
- KÅSEBERGA Glassware – Design by Kassia Meador and Wiebke Braasch

The IKEA and WSL design team consists of Kassia Meador, Kim Hogan, Rob Machado, Jason Penning, Daniel Willon from WSL, and Mikael Axelsson, Wiebke Braasch and Mehmet Mehmetalioglu from IKEA. The KÅSEBERGA collection will be available globally starting spring 2022.

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About IKEA

IKEA offers well-designed, functional and affordable, high-quality home furnishing, produced with care for people and the environment. There are several companies with different owners, working under the IKEA Brand, all sharing the same vision: to create a better everyday life for the many people. IKEA was founded in Sweden in 1943.

About World Surf League

The World Surf League (WSL) is dedicated to celebrating the world's best surfing on the world's best waves through a variety of best-in-class audience platforms. The organization, headquartered in Santa Monica, is a global sport with regional offices in Australasia, Africa, North America, South America, Hawaii, Japan and Europe. The WSL has been championing the world's best surfing since 1976, annually running more than 180 global events across the Men's and Women's Championship Tours, the Big Wave Tour, the Longboard Tour, Qualifying Series, Junior Championships, as well as the WSL Big Wave Awards. The League possesses a deep appreciation for the sport's rich heritage while promoting progression, innovation and performance at the highest levels, and in doing so crowns the undisputed Men's and Women's World Champions across all tours. For more information, please visit WorldSurfLeague.com.